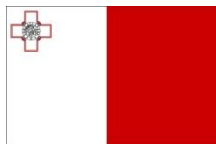




Educational Launch Seminar



Operational Programme I – Cohesion Policy 2007-2013
Investing in Competitiveness for a Better Quality of Life
Project part-financed by the European Union
European Regional Development Fund (ERDF)
Co-financing rate: 85% EU Funds; 15% National Funds
Investing in your future

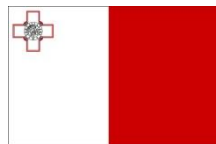




Educational Launch Seminar

Aim of the Campaign

Annabelle Formosa
MRA Analyst (Engineer)



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Presentation Outline:

- ❑ Introduction
- ❑ Aim of the Educational Campaign
- ❑ Results achieved from the Households Energy Survey
- ❑ General description of the communication tools to be used throughout the campaign.
- ❑ A short presentation from JP Advertising representative.



Introduction:

“In 2010, European households consumed almost **13% more energy** than two decades ago and generated **25% of energy-related greenhouse gas emissions**. This trend must be reversed for the EU to reach its goal of reducing primary energy consumption by 20% by 2020. Recent studies on behaviour change and energy use shows that up to 20% of the energy we currently consume can be saved through **changing behaviour.**”

European Environment Agency
9th April, 2013

Introduction:

On 25th October, 2012 the EU adopted Directive 2012/27/EU - Energy Efficiency Directive, a significant milestone in promoting EU Energy efficiency objectives. This Directive establishes a common framework of measures for the promotion of energy efficiency within the Union in order to ensure the achievement of the Union's 2020 targets and to pave the way for further energy efficiency improvements beyond that date.

“Member States shall take appropriate measures to promote and facilitate an efficient use of energy by small energy customers, including domestic customers. These measures may be part of a national strategy.”

Article 12
Directive 2012/27/EU

Introduction:

A number of incentives were introduced to promote the use of alternative energy sources and increase the efficient use of energy.

There is still substantial potential that Maltese can embark on the use of alternative energy or to become more energy efficient.

This may in part be attributed to:

- a general lack of understanding of what constitutes alternative energy;
- what measures to adopt;
- how this new technology can be maximized.

Aim of the Educational Campaign:

Malta Resources Authority will co-ordinate this particular EU funded Educational Campaign with JP Advertising to educate consumers through dissemination of information and knowledge about efficient use of energy, including but not limited to:

- Labelling awareness
- Equipment replacement
- Standby power use
- Appropriate equipment sizing
- Eco Driving
- Building Energy Performance
- Water Saving Measures

Households Energy Survey:

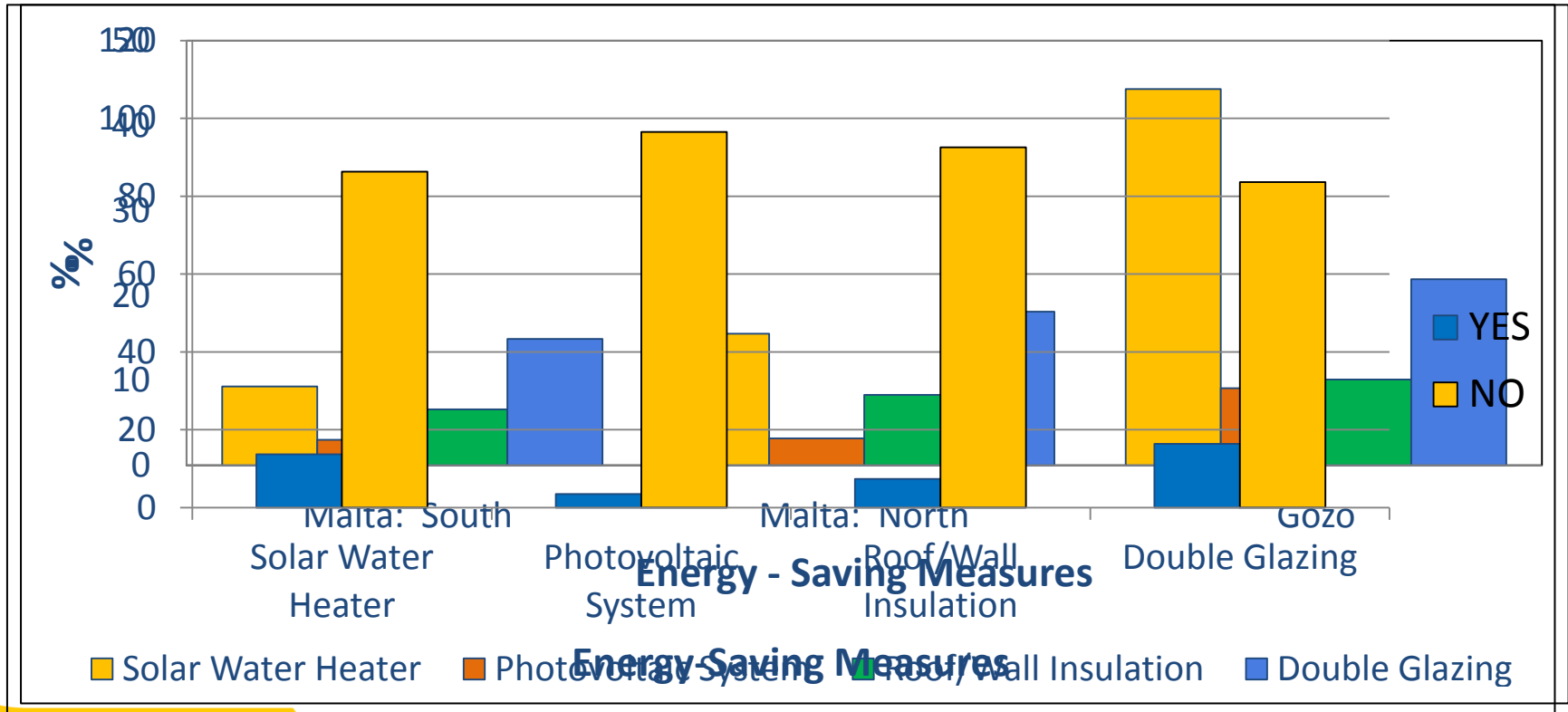
The aim of this survey was to quantify tangible and non-tangible results related to energy consumption in Maltese households in particular trends related to:

- Excessive energy consumption;
- Energy saving methods;
- Energy saving features when purchasing domestic appliances;
- Renewable energy sources.



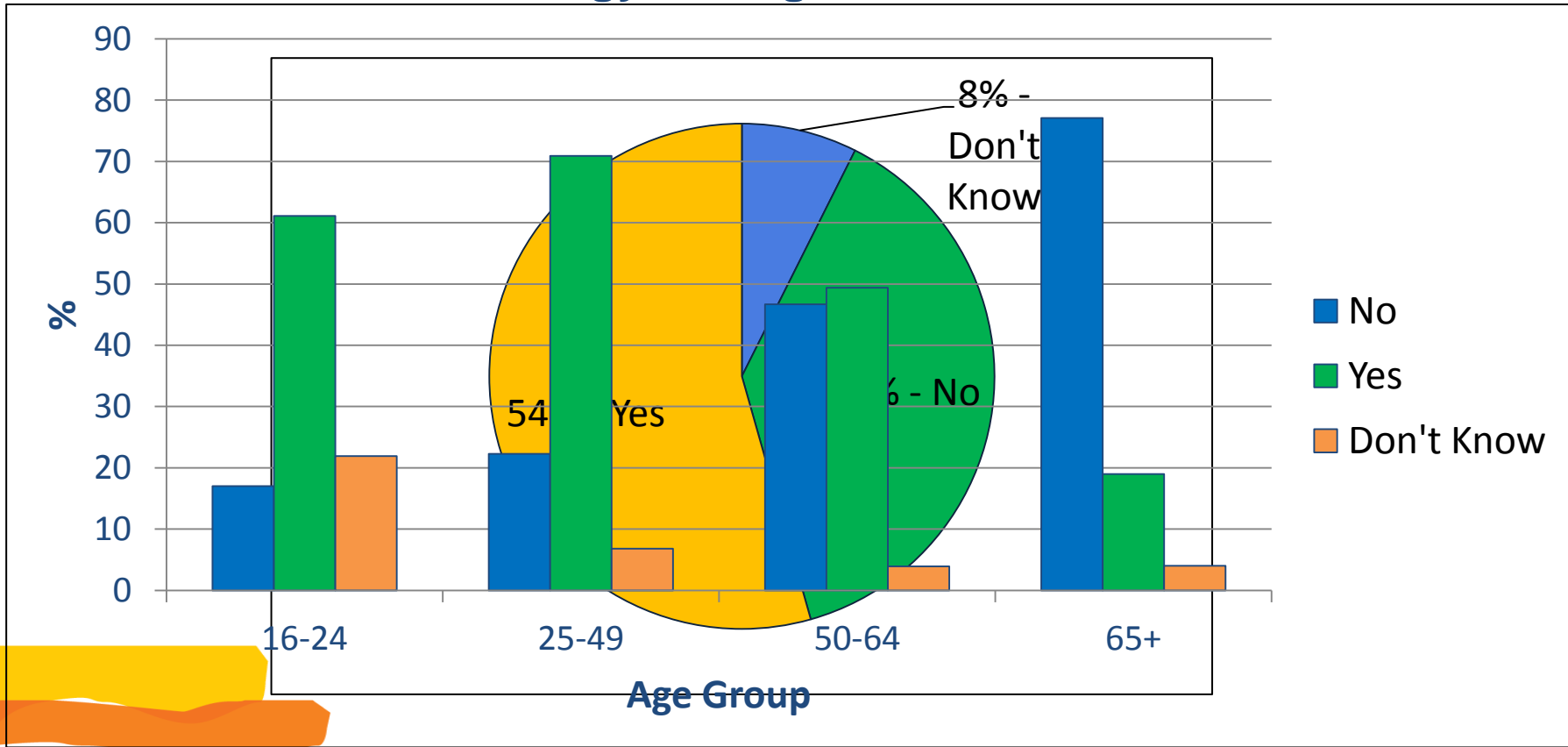
Households Energy Survey Results:

Presence of energy saving measures in the household



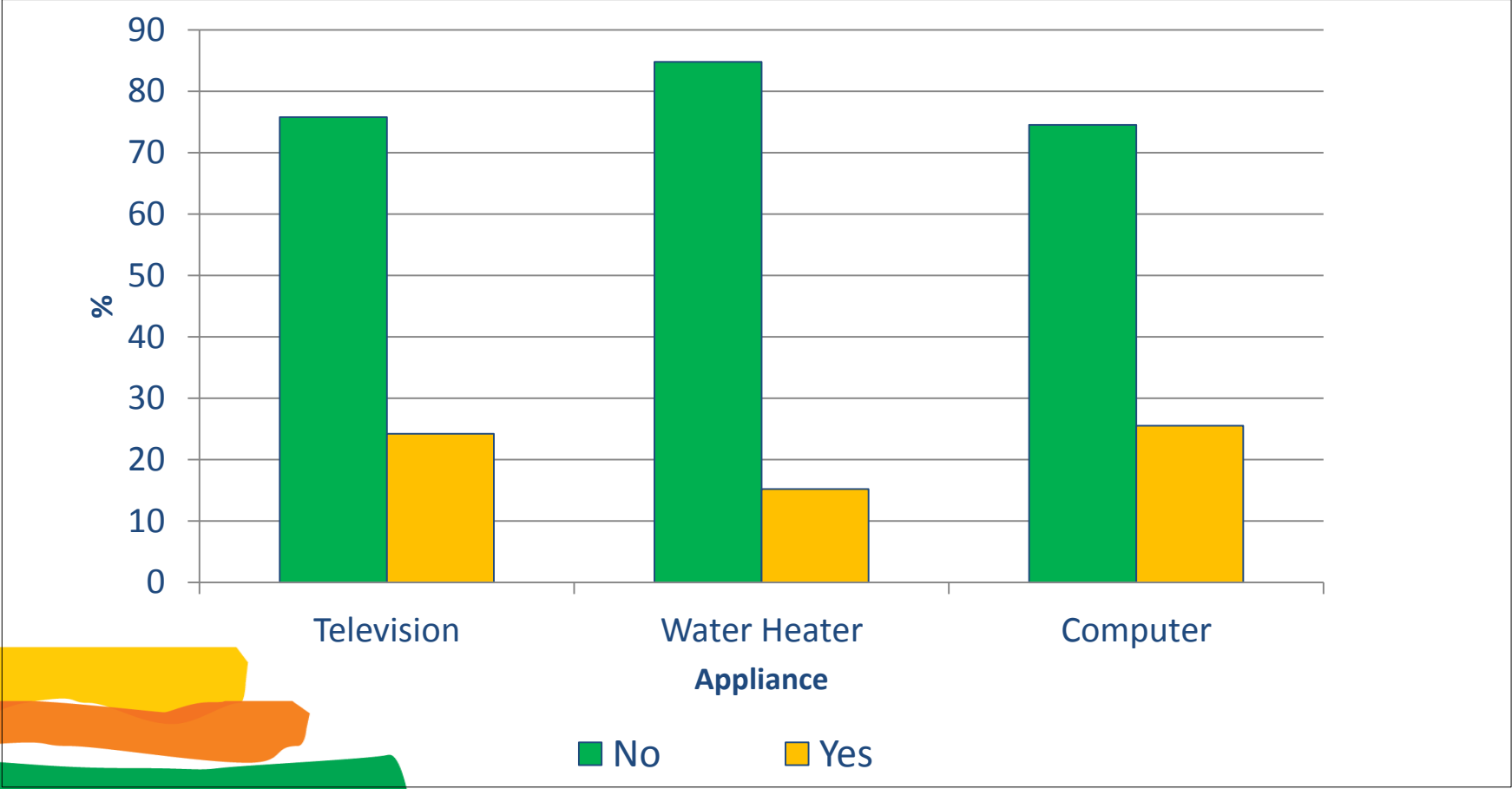
Households Energy Survey Results:

Consideration of investing in Renewable Energy Sources and Energy Saving Measures



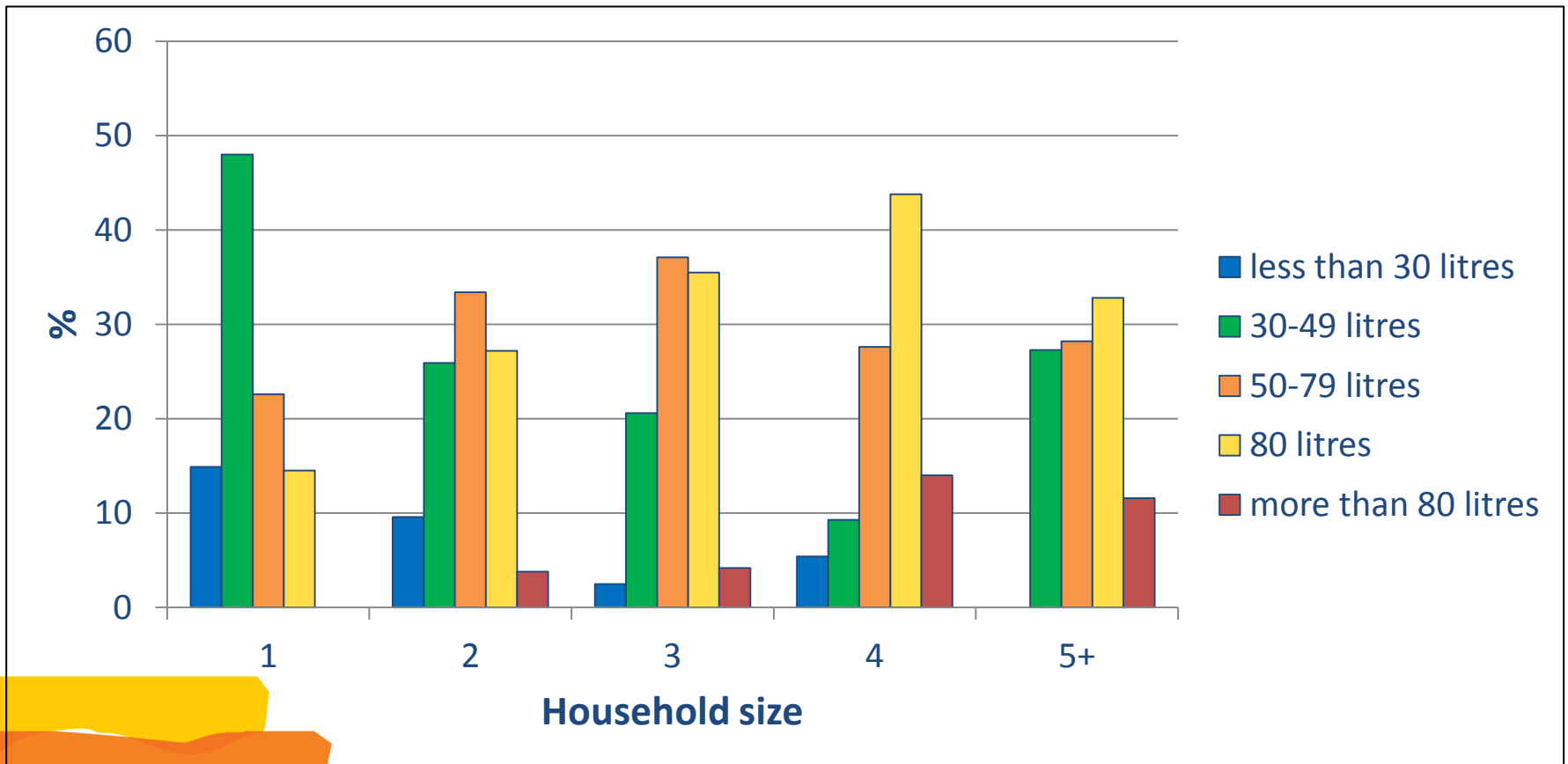
Households Energy Survey Results:

Stand-by/Always on losses of particular appliances



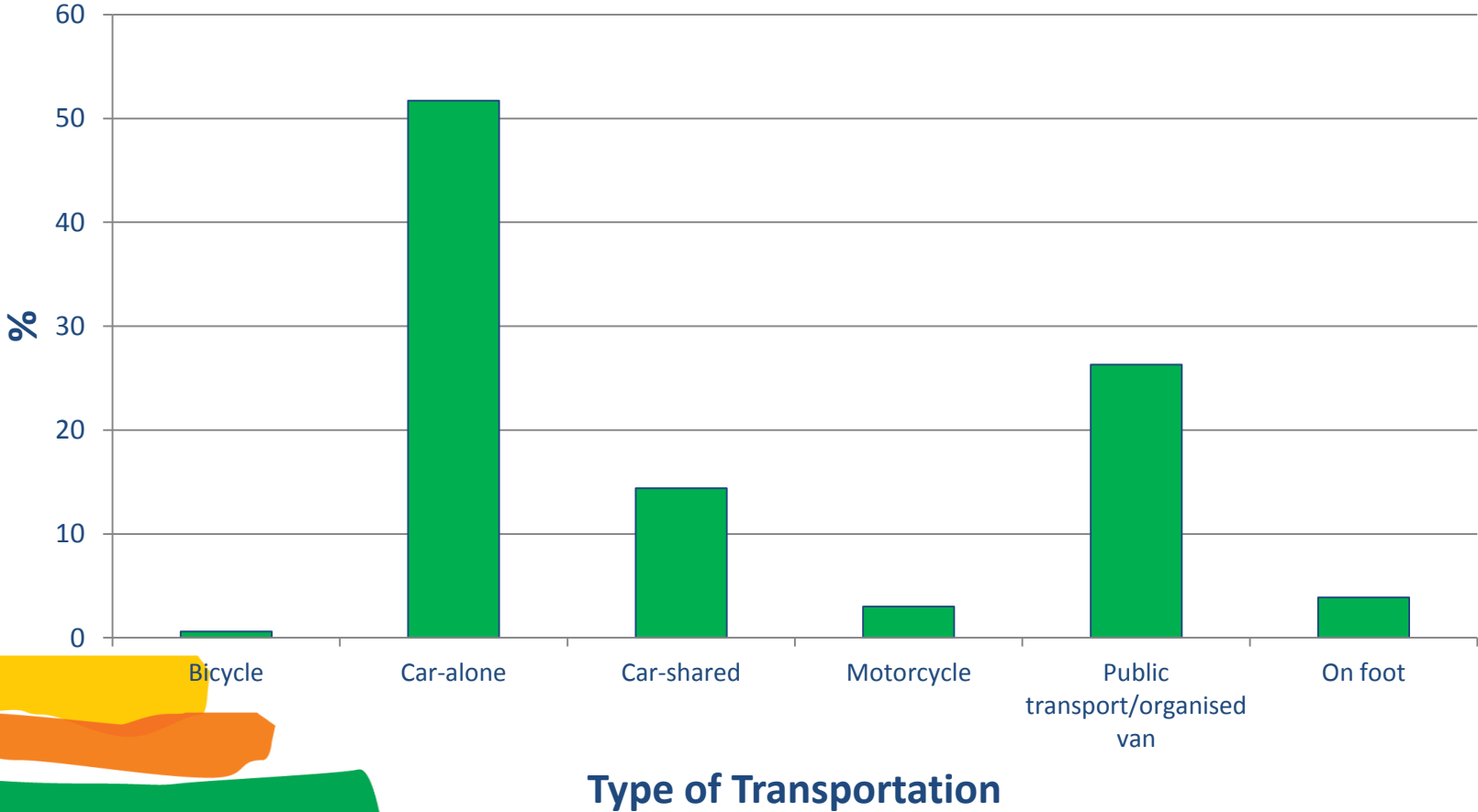
Households Energy Survey Results:

Electric Water Heater Capacity



Households Energy Survey Results:

Energy Consciousness in Transportation



Households Energy Survey Results:

Water Usage and related practices

- ❑ 91% of respondents are in the habit of closing water taps whilst washing teeth and/or hands;
- ❑ 89% of respondents generally use the shower rather than the bath to wash themselves;
- ❑ 69% of respondents fill up the kitchen bowl when washing plates, instead of letting water run;
- ❑ 63% use a bucket to wash their car, as opposed to 28% who use carwash facilities and 9% who use a hose.

Educational Campaign:

Media Activities

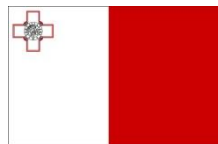
In order to reach the Educational campaign objectives and expected results the following communication tools will be carried out:

- Educational and information brochures
- Meetings and informative sessions
- Web information tools for the industry and the general public
- Billboards
- Participating in the Exhibition trade fairs
- TV adverts
- Newspaper adverts



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THANK YOU



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